

### REMARKS

This responds to the Final Office Action mailed on March 25, 2009.

Claim 1 is amended; claims 8-20 are canceled, without prejudice to or disclaimer by the Applicant; as a result, claims 1-7 are now pending in this application.

Example support for the amendments may be found throughout the original filed specification. By way of example only, the Examiner's attention is directed to the original filed specification paragraph 18.

Furthermore, the amendments are provided with a Request for Continued Examination along with the proper fee. As such, entry of the amendments is appropriate.

#### § 103 Rejection of the Claims

Claims 1-7 were rejected under 35 U.S.C. § 103(a) as being obvious over Fristoe et al. (U.S. 7,178,161; hereinafter "Fristoe") in view of Wiser et al. (U.S. 6,385,596; hereinafter "Wiser"), Searle (U.S. Publication Number 2003/02200877), and in further view of Dwek (U.S. Publication Number 2001/0018858). It is of course fundamental that in order to sustain an obviousness rejection that each and every element in the rejected claims must be taught or suggested in the proposed combination of references.

Here, the proposed combination fails to teach or suggest any notion of configuration information that includes processing directives that are processed by the media player to selectively capture and monitor interactions occurring between the recipient and the purchasing system interface and to define specific instances of the media stream to deliver to the recipient. Moreover, the proposed combination fails to teach or suggest that such configuration information is included in the media stream. Accordingly, Applicant respectfully requests that the learned Examiner remove the rejections of record and allow the claims.

**CONCLUSION**

Applicant respectfully submits that the claims are in condition for allowance, and notification to that effect is earnestly requested. The Examiner is invited to telephone Applicant's representative at (513) 942-0224 to facilitate prosecution of this application.

If necessary, please charge any additional fees or deficiencies, or credit any overpayments to Deposit Account No. 19-0743.

Respectfully submitted,

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Date 08-25-09

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CERTIFICATE UNDER 37 C.F.R. 1.8: The undersigned hereby certifies that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail, in an envelope addressed to: Mail Stop RCE, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this 25th day of August, 2009.

Kyan Sanders  
Name

[Signature]  
Signature